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1979 FALL

OLD WEST REGION  
NONRESIDENT TRAVEL, TOURISM, AND RECREATION SURVEY

"FALL"  
Survey Results for the  
State of Montana from  
September 1, 1979, to November 30, 1979

Survey Conducted and Tabulated by  
Oblinger-McCaleb  
Architects, Engineers, and Planners  
910 16th Street  
Denver, Colorado

March, 1979

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The preparation of this report was financed in part through grants from the Heritage Conservation and Recreation Service, U.S. Department of the Interior, under the provisions of the Land and Water Conservation Fund Act of 1965 (P.L.88-578), as amended; and the Old West Regional Commission, under the provisions of Title V of the Public Works and Economic Development Act of 1965 (P.L.89-136), as amended.

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ADDENDUM  
September, 1979

The last section of each seasonal nonresident survey report is an activity day summary. The introduction to this section inaccurately refers to "activity days per nonresident." The reference should be to "activity days per nonresident party." The introductory page to this section should read:

ACTIVITY DAY SUMMARY

Sample size = 1,939

Respondents = 1,133

The second part of the written survey asked nonresidents to record their recreation activities. The following chart lists the number of activity days spent by all members of 1,133 nonresident parties according to administrative region within the state. An activity day is defined as an activity engaged in at least once within a 24-hour day. The chart also provides decimal values which indicate activity days per nonresident party. Activity days per nonresident party, multiplied by an estimated number of nonresident parties will indicate the total number of activity days which can be expected during the corresponding time period of a projected year.

\*Explanatory Statement: All members of the nonresident parties surveyed spent 297 activity days at primitive campgrounds in Region 1; or .262 ( $297 \div 1,133$ ) activity days per nonresident party.



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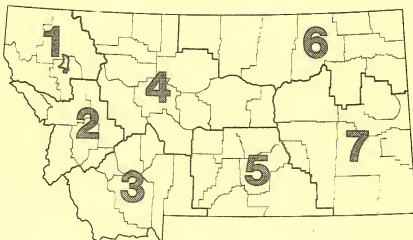
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## INTRODUCTION

This report summarizes the Montana findings of a survey taken in the fall of 1979 in order to examine the trends of nonresident travellers in the Old West Regional Commission states (Montana, North Dakota, South Dakota, Nebraska, and Wyoming). The report includes the survey instrument used and the tabulated responses to the questions asked.

Each table refers directly to specific questions asked in the survey. An explanatory statement above each table describes what information can be taken from the table.



Administrative Regions in Montana  
(referred to in the survey)





3

Each time you stop to engage in an outdoor recreation activity in this State, please enter the date and the name of the recreation area (or general location) in the chart below. In addition, please list in the chart the number of persons in your group who actually participated in any of the activities listed to the right and then enter the corresponding activity numbers. Please be as specific as possible.

An example has been provided for your convenience on the first few lines of the chart below. The example shows that on July 7th a group of four visited Red Rock State Park and that one member fished for several hours, three members fished at a stream, and the entire group slept in a public campground.

[illegible]

When you have completed this activity log, please fold this survey according to the instructions to the right and mail it in.

## Camping



1. Primitive campground or in the open
2. Public campground with modern services (water, sewer, restrooms, etc.)
3. Private business campground
4. Organizational or special camp for groups

### Picnicking (Not Associated With Camping)



5. At highway reststops
6. Park picnic area with tables
7. An area without tables

### Hiking/Backpacking



8. Day hiking

### Jogging



10. 2009-10-10

## Horseback Riding



14. Hornsback #14 (m)

## Fishing



12. Stream/river
13. Lake, from shore
14. Lake, from boat
15. Ice fishing

## Hunting



16. Next line

TO MAIL:

- ① Fold right flap over.
- ② Fold left flap over.
- ③ Moisten edge of flap and seal. Please be sure the "Business Reply Mail" side appears on the outside.
- ④ Drop in any mailbox. No postage is necessary. THANK YOU!

### Off-Highway Vehicle Use



17. Motorcycles
18. Other vehicles (jeeps, trucks, etc.)

## Snowmobiling



19. Snowmobile Firing

### Golf / Tennis



22. Golf - all types except miniature and practice ranges

## Swimming



22. Public Pool  
23. Private (hotel, resort, etc.) pool  
24. Other (beaches, etc.)

## Boating



23. Power boating (except waterskiing)?  
26. Waterskiing  
27. Sailing  
28. Canoe/kayak, in river  
29. Canoe/kayak, in lake

## Skiing



30. Downhill skiing (Alpine)  
31. Cross-country skiing

### Miscellaneous



32. Visiting special attractions (museums, zoos, amusement areas)

1) Frequency of Vehicle Types (auto only).

Sample size:  
auto 1363

Respondents:  
auto 1345

\*Explanatory statement: 901 or 67% of nonresident auto travellers travelled by auto only.

Table 1. Vehicle Types  
(This data was collected by personal interview)

Type of Vehicle	Number of Travellers	Percent
*Auto only	901	67.0
Auto and Trailer	19	1.4
Auto and Boat	4	0.3
Auto and Camper	18	1.3
Pickup and Camper	169	12.6
Pickup and Trailer	11	0.8
Pickup and Boat	1	0.1
Pickup Camper and Camper	41	3.1
Camper Truck or RV	53	3.9
Other	128	9.5
TOTAL	1345	100.0

2) Number in Travel Group by Mode Surveyed.

Sample size:

auto 1363  
air 159  
bus 104

Respondents:

auto 1350  
air 155  
bus 104

\*Explanatory Statement: 326 or 24.15% of nonresident auto travellers indicated there was only one person in their travel group.

Table 2. Number in Travel Group  
(Quantity/% Total)

Number in Group	Auto	Air	Bus	All 3 Modes
*1	326/24.15	126/81.30	80/76.92	532/33.06
2	753/55.78	23/14.80	16/15.38	792/49.22
3	129/9.56	1/0.65	5/4.81	135/8.39
4	100/7.41	1/0.65	2/1.92	103/6.40
5	20/1.48	1/0.65	0/0.00	21/1.31
6	13/0.96	1/0.65	0/0.00	14/0.87
7	6/0.44	0/0.00	0/0.00	6/0.37
8	0/0.00	0/0.00	0/0.00	0/0.00
9	2/0.15	0/0.00	0/0.00	2/0.12
10	1/0.07	1/0.65	1/0.96	3/0.19
20	0/0.00	1/0.65	0/0.00	1/0.06
TOTAL	1350/100	155/100	104/100	1609/100

### 3) Home State of Nonresident Travellers.

Sample size:  
 auto 1363  
 air 159  
 bus 104

Respondents:  
 auto 1358  
 air 156  
 bus 101

\*Explanatory Statement: 89 or 6.6% of nonresident auto travellers in Montana reside in Wyoming.

Table 3. Home State of Nonresident Travellers in Montana

Home State	Auto	Air	Bus	All 3 Modes
*Wyoming	89/6.6	10/6.4	3/3.0	102/6.3
North Dakota	81/6.0	6/3.8	5/5.0	92/5.7
South Dakota	19/1.4	2/1.3	2/2.0	23/1.4
Nebraska	9/0.7	2/1.3	1/1.0	12/0.7
Alabama	6/0.4	0/0.0	0/0.0	6/0.4
Alaska	6/0.4	2/1.3	1/1.3	9/0.6
Arizona	11/0.8	1/0.6	1/1.0	13/0.8
Arkansas	3/0.2	0/0.0	1/1.0	4/0.2
California	94/6.9	21/13.5	8/7.9	123/7.6
Colorado	61/4.5	10/6.4	3/3.0	74/4.6
Connecticut	5/0.4	0/0.0	0/0.0	5/0.3
Delaware	1/0.1	0/0.0	0/0.0	1/0.1
Florida	13/1.0	2/1.3	1/1.0	16/1.0
Georgia	5/0.4	1/0.6	0/0.0	6/0.4
Hawaii	0/0.0	0/0.0	0/0.0	0/0.0
Idaho	154/11.3	1/0.6	2/2.0	157/9.7
Illinois	33/2.4	2/1.3	3/3.0	38/2.4
Indiana	10/0.7	2/1.3	1/1.0	13/0.8
Iowa	14/0.1	0/0.0	3/3.0	17/1.1
Kansas	11/0.8	0/0.0	0/0.0	11/0.7
Kentucky	3/0.2	0/0.0	0/0.0	3/0.2
Louisiana	3/0.2	0/0.0	0/0.0	3/0.2
Maine	2/0.1	0/0.0	0/0.0	2/0.1
Maryland	5/0.4	0/0.0	1/1.0	6/0.4
Massachusetts	7/0.5	1/0.6	1/1.0	9/0.6
Michigan	27/2.0	6/3.8	2/2.0	35/2.2
Minnesota	64/4.7	7/4.5	6/5.9	77/4.8
Mississippi	1/0.1	1/0.6	0/0.0	2/0.1
Missouri	8/0.6	2/1.3	1/1.0	11/0.7
Nevada	8/0.6	4/2.6	1/1.0	13/0.8
New Hampshire	1/0.1	0/0.0	0/0.0	1/0.1
New Jersey	5/0.4	1/0.6	1/1.0	7/0.4
New Mexico	8/0.6	0/0.0	2/2.0	10/0.6

Home State	Auto	Air	Bus	All 3 Modes
New York	19/1.4	2/1.3	2/2.0	23/1.4
North Carolina	6/0.4	2/1.3	0/0.0	8/0.5
Ohio	22/1.6	0/0.0	0/0.0	22/1.4
Oklahoma	9/0.7	2/1.3	3/3.0	14/0.9
Oregon	47/3.5	9/5.8	1/1.0	57/3.5
Pennsylvania	12/0.9	1/0.6	5/5.0	18/1.1
Rhode Island	1/0.1	0/0.0	0/0.0	1/0.1
South Carolina	2/0.1	0/0.0	0/0.0	2/0.1
Tennessee	2/0.1	1/0.6	2/2.0	5/0.3
Texas	30/2.2	2/1.3	2/2.0	34/2.1
Utah	32/2.4	8/5.1	0/0.0	40/2.5
Vermont	3/0.2	0/0.0	2/2.0	5/0.3
Virginia	5/0.4	2/1.3	2/2.0	9/0.6
Washington	251/18.5	26/16.7	19/18.8	296/18.3
West Virginia	1/0.1	0/0.0	0/0.0	1/0.1
Wisconsin	36/2.7	5/3.2	2/2.0	43/2.7
Alberta	55/4.1	6/3.8	5/5.0	66/4.1
British Columbia	20/1.5	0/0.0	3/3.0	23/1.4
Manitoba	4/0.3	0/0.0	0/0.0	4/0.2
New Brunswick	1/0.1	0/0.0	0/0.0	1/0.1
Ontario	2/0.1	1/0.6	0/0.0	3/0.2
Quebec	2/0.1	0/0.0	0/0.0	2/0.1
Saskatchewan	11/0.8	2/1.3	0/0.0	13/0.8
All Other	18/1.3	3/1.9	3/3.0	24/1.5
TOTAL	1358/100	156/100	101/100	1615/100

19-25

#### 4) Ages of Individuals in Travel Party

##### Sample size:

auto 13630  
air 1590  
bus 1040

##### Respondents:

auto 2814  
air 185  
bus 128

\*Explanatory Statement: 132 or 4.7% of the nonresident auto travellers were from 1-5 years of age.

Table 4. Ages of Individuals in Travel Party

Age Group	Auto	Air	Bus	All 3 Modes
* 1-5	132/4.7	4/2.2	10/.8	146/4.7
6-10	72/2.6	0/0	3/2.3	75/2.4
11-15	49/1.7	1/.5	3/2.3	53/1.7
16-20	168/6	8/4.3	24/18.8	200/6.4
21-25	265/9.4	14/7.6	30/23.4	309/9.9
26-30	274/9.7	25/13.5	16/12.5	315/10.1
31-35	200/7.1	23/12.4	7/5.5	230/7.4
36-40	202/7.2	14/7.6	5/3.9	221/7.1
41-45	154/5.5	13/7.0	3/2.3	170/5.4
46-50	199/7.1	14/7.6	1/.8	214/6.8
51-55	235/8.4	29/15.7	4/3.1	268/8.6
56-60	267/9.5	16/8.6	2/1.6	285/9.1
61-65	311/11.0	13/7.0	10/7.8	334/10.7
66-70	163/5.8	6/3.2	5/3.9	174/5.6
71-75	79/2.8	3/1.6	4/3.1	86/2.8
76-80	27/1	2/1.1	1/.8	30/1.0
81-85	11/.4	0/0	0/0	11/.4
86-88	6/.2	0/0	0/0	6/.2
TOTAL	2814/100	185/100	128/100	3127/100

5) Destination of Nonresident Travellers in Montana by Administrative Region

Sample size:

auto 182  
air 83  
bus 34

Respondents:

auto 173  
air 82  
bus 34

\*Explanatory Statement: 7 or 4% of nonresident auto travellers in Montana were travelling to Administrative Region 1 in Montana.<sup>1</sup>

Table 5. Destination in Montana (By Region)  
of Travellers in Montana

Region Destination	Auto	Air	Bus	All 3 Modes
*1	7/4.0	1/1.2	0/0.0	8/2.8
2	34/19.7	5/6.1	7/20.6	46/15.9
3	38/22.0	17/20.7	8/23.5	63/21.8
4	36/20.8	15/18.3	6/17.6	57/19.7
5	40/23.1	32/39.0	12/35.3	84/29.1
6	5/2.9	8/9.8	1/2.9	14/4.8
7	13/7.5	4/4.9	0/0.0	17/5.9
TOTAL	173/100	82/100	34/100	289/100

<sup>1</sup>A map of these Regions is included with the introduction to this paper.

# 6) Frequency of Response to Survey

Question 1: How have the following factors affected your current trip to or through this state (Montana)?

- a) the present price of gasoline
- b) the present availability of gasoline

Sample size:  
auto 400  
air 101  
bus 82

Respondents:  
auto 383  
air 90  
bus 81

\*Explanatory Statement: 283 or 74% of auto travellers indicated that the present price of gasoline was having no influence on their trip.

Table 6. Present Price of Gasoline  
(A respondent may respond to more than one influence)

Factor	Auto	Air	Bus	All 3 Modes
*No influence	283/74	82/91	61/75	426/77
Shorter trip	40/10	1/1	0/0	41/7
Longer stays	18/5	1/1	1/1	20/4
Fewer side trips	50/13	1/1	1/1	52/9
Cancelled trips	20/5	1/1	2/2	23/4
Mode change	16/4	6/7	16/20	38/7



Table 7. Present Availability of Gasoline  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	290/76	81/90	63/78	434/78
Shorter trips	17/4	1/1	0/0	18/3
Longer stays	12/3	1/1	1/1	14/3
Fewer side trips	22/6	2/2	1/1	25/5
Cancelled trips	15/4	1/1	2/2	18/3
Changed modes	9/2	4/4	14/17	27/5

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Question 2: How would the following factors affect a future trip to or through the state (Montana)?

- a) gasoline at \$1.25/gallon
- b) gasoline at \$1.50/gallon
- c) gasoline rationing

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 378  
 air 89  
 bus 80

\*Explanatory Statement: 150 or 40% of auto travellers indicated that gas at \$1.25 per gallon would have no influence on a future trip to or through this state.

Table 8. Gasoline at \$1.25  
 (A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
*No influence	150/40	73/81	53/66	276/50
Shorter trip	59/16	1/1	0/0	60/11
Longer stays	33/9	2/2	0/0	35/6
Fewer side trips	45/12	3/3	2/3	50/9
Cancelled other trips	40/11	1/1	1/1	42/8
Changed modes	37/10	11/12	1/1	49/9
Travel closer to home	114/30	2/2	3/4	119/22

Table 9. Gasoline at \$1.50/gallon  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	117/31	71/79	53/66	241/44
Shorter trips	51/13	0/0	0/0	51/9
Longer stays	34/9	3/3	0/0	37/7
Fewer side trips	48/13	2/2	2/3	52/10
Cancelled other trips	46/12	1/1	2/3	49/9
Changed modes	53/14	10/11	20/25	83/15
Travel closer to home	130/34	1/1	3/4	134/24

Table 10. Gasoline Rationing  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	88/23	64/71	51/64	203/37
Shorter trips	33/9	2/2	2/3	37/7
Longer stays	29/8	3/3	0/0	32/6
Fewer side trips	49/13	3/3	0/0	52/10
Cancelled other trips	48/13	2/2	4/5	54/10
Changed modes	97/26	13/14	19/24	129/24
Travel closer to home	142/38	6/7	6/8	154/28

7) Number of Days and Nights in the State

Question 3: Please list the number of days and nights you stayed in this state.

\_\_\_\_\_ days \_\_\_\_\_ nights

Sample size:

auto 400

air 101

bus 82

Respondents:

auto 369

air 95

bus 76

\*Explanatory Statement: Nonresident auto travellers in Montana stayed an average of 3.46 days in this state.

Table 11. Average Number of Days and Nights  
of Nonresidents in Montana

Mode of Travel	Average No. of Days	Average No. of Nights
*Auto	3.910	3.592
Air	4.935	4.881
Bus	6.026	5.171
All 3 Modes	4.400	4.406

150-157

## 8) Destination States

Question 4: Please list the destination of your trip.

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 385  
 air 99  
 bus 81

\*Explanatory Statement: Montana was the destination of 182 or 47% of nonresident auto travellers interviewed in Montana.

Table 12. Destination State of Nonresidents in Montana

Destination	Auto	Air	Bus	All 3 Modes
*Montana	182/47.0	83/84.0	34/42.0	299/53.0
Wyoming	27/7.0	4/4.0	3/3.7	34/6.0
North Dakota	8/2.0	0/0	1/1.2	9/1.6
South Dakota	5/1.3	0/0	0/0	5/0.9
Nebraska	3/0.8	0/0	0/0	3/0.5
Alabama	0/0	0/0	0/0	0/0
Alaska	3/0.8	0/0	0/0	3/0.5
Arizona	8/2.1	0/0	1/1.2	9/1.6
Arkansas	1/0.3	0/0	0/0	1/0.2
California	11/2.9	1/1.0	5/6.2	17/3.0
Colorado	2/0.5	0/0	2/2.5	4/0.7
Connecticut	1/0.3	0/0	0/0	1/0.2
Florida	1/0.3	0/0	1/1.2	2/0.4
Georgia	0/0	0/0	0/0	0/0
Hawaii	0/0	0/0	0/0	0/0
Idaho	12/3.1	0/0	2/2.5	14/2.5
Illinois	1/0.0	0/0	2/2.5	3/0.5
Indiana	0/0	0/0	1/1.2	1/0.2
Iowa	1/0.3	0/0	0/0	1/0.2
Kansas	0/0	0/0	0/0	0/0
Louisiana	0/0	0/0	0/0	0/0
Maine	1/0.3	0/0	0/0	1/0.2
Maryland	0/0	0/0	0/0	0/0
Massachusetts	0/0	0/0	0/0	0/0
Michigan	2/0.5	0/0	1/1.2	3/0.5
Minnesota	9/2.3	0/0	3/3.7	12/2.1
Mississippi	0/0	0/0	0/0	0/0
Missouri	0/0	0/0	0/0	0/0
Nevada	1/0.3	1/1.0	0/0	2/0.4
New Jersey	1/0.3	0/0	1/1.2	2/0.4
New York	0/0	0/0	1/1.2	1/0.2
North Carolina	0/0	0/0	0/0	0/0

Destination	Auto	Air	Bus	All 3 Modes
Ohio	4/1.0	0/0	0/0	4/0.7
Oklahoma	0/0	1/1.0	0/0	1/0.2
Oregon	4/1.0	0/0	2/2.5	6/1.1
Pennsylvania	1/0.3	0/0	1/1.2	1/0.2
Rhode Island	0/0	0/0	0/0	0/0
Texas	4/1.0	1/1.0	0/0	5/0.9
Utah	6/1.6	2/2.0	2/2.5	10/1.8
Vermont	1/0.3	0/0	0/0	1/0.2
Virginia	0/0	0/0	0/0	0/0
Washington	45/11.7	2/2.0	14/17.3	61/10.8
Wisconsin	2/0.5	0/0	0/0	2/0.4
Alberta	22/5.7	1/1.0	0/0	23/4.1
British Columbia	6/1.6	0/0	3/3.7	9/1.6
Manitoba	1/0.3	1/1.0	1/1.2	3/0.5
Ontario	0/0	0/0	0/0	0/0
Saskatchewan	0/0	0/0	0/0	0/0
All Other	9/2.3	2/2.0	0/0	11/2.0
TOTAL	385/100	99/100	81/100	564/100

107-110

9) States Visited

Question 5: Which of the following states have you visited or will you visit during the course of this trip?

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 400  
 air 101  
 bus 82

\*Explanatory Statement: 201 or 50.3% of the nonresident auto travellers in Montana also went to Wyoming.

Table 13. Other States Visited by Nonresidents in Montana  
 (A respondent may have more than one response)

State	Auto	Air	Bus	All 3 Modes
*Wyoming	201/50.3	9/8.9	31/37.8	241/41.3
North Dakota	108/27.0	8/7.9	26/31.7	142/24.4
South Dakota	90/22.5	2/2.0	11/13.4	103/17.7
Nebraska	47/11.8	0/0	4/4.9	51/8.7

112-119

10) Modes of Travel

Question 6: Please indicate your mode of travel on this trip.

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 395  
 air 101  
 bus 82

\*Explanatory Statement: 315 or 79.7% of nonresident travellers who arrived in Montana by auto also travelled through the state by auto.

Table 14. Mode of Travel of Nonresidents in Montana  
 (A respondent may have had more than one response)

Travelled through Montana by:	Arrived in Montana by:			
	Auto	Air	Bus	All 3 Modes
*Automobile	315/79.7	33/32.6	24/29.3	372/64.4
Camper (RV)	81/20.5	0/0	0/0	81/14.0
Bus	1/0.3	4/3.9	81/98.0	86/14.9
Airplane	19/4.8	98/97.0	6/7.3	123/21.3
Train	0/0	0/0	0/0	0/0
Motor Bike	3/0.8	0/0	0/0	3/0.5

121-129



# 11) Purpose of Trip

Question 7: Please indicate the purposes of your trip in this state (Montana)?

Sample size:

auto 400  
air 101  
bus 82

Respondents:

auto 391  
air 101  
bus 82

\*Explanatory Statement: 155 or 39% of nonresident travellers who arrived in Montana by auto indicated that vacation or recreation was a purpose of their trip.

Table 15. Purpose of Trip of Nonresidents in Montana  
(A respondent may have more than one response)

Purpose	Auto	Air	Bus	All 3 Modes
*Vacation or recreation	155/39	6/6	7/9	168/29
Visiting people	114/29	26/26	27/33	167/29
Business	70/18	65/65	7/9	142/25
Convention	5/1	0/0	0/0	5/1
Just passing through	125/32	8/8	46/56	179/31

130-136

## 12) Influence Factors

Question 8: If you checked vacation or recreation in question 7 as a purpose of your trip to this state (Montana), what factors influenced your choice?

Sample size:

auto 400  
air 101  
bus 82

Respondents:

auto 179  
air 5  
bus 8

\*Explanatory Statement: 14 or 7.8% of nonresident auto travellers in Montana indicated that state-published promotional literature influenced their choice to vacation through this state.

Table 16. Factors Influencing Nonresident  
Vacation Trips to Montana  
(A respondent may have had more than one response)

Factor	Auto	Air	Bus	All 3 Modes
*State-published promotional literature	14/7.8	0/0	0/0	14/7.3
Advertising	6/3.4	0/0	0/0	6/3.1
Scenery	89/49.7	1/20.0	2/25.0	92/47.9
Recommended	44/24.6	0/0	1/12.5	45/23.4
Previous Visit	72/40.2	3/60.0	0/0	75/39.1
Outdoor Recreation Opportunities	45/25.1	0/0	1/12.5	46/24.0
Other	74/41.3	3/60.0	5/62.5	82/43.2

### 13) Expenditures

Question 9: Please estimate your expenditures for the average day at the following types of business establishments in this state.

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 369  
 air 82  
 bus 52

\*Explanatory Statement: Nonresident auto travellers in Montana spent an average of \$15.36 per day at hotel/motel business establishments.

Table 17. Average Expenditures per day of Nonresidents in Montana

Type of Expenditure	Auto	Mode of Travel Air	Bus	Total All 3 Modes
*Hotel/motel	15.36	25.54	3.65	15.81
Campground	1.27	0.15	0.00	0.95
Eat/drink	16.90	21.30	7.52	16.65
Grocery	3.14	1.20	0.46	2.55
Sporting goods	0.52	0.30	0.19	0.45
Gas/auto repair	21.57	5.21	1.63	16.84
Amusement/recreation	2.27	4.94	1.46	2.62
Other	4.39	3.07	4.31	4.17
TOTAL	65.42	61.71	19.22	60.04

150-157

14) Annual Income

Question 10: What is your approximate annual income?

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 336  
 air 78  
 bus 64

\*Explanatory Statement: 20 or 6% of nonresident families travelling by auto in Montana had an average income level of \$0 - \$5,999.

Table 18. Average Family Income of Nonresident Travellers in Montana

Income Level	Mode of Travel			
	Auto	Air	Bus	All 3 Modes
*\$ 0 - \$ 5,999	20/6.0	5/6.0	26/40.5	51/11.0
\$ 6,000 - \$ 9,999	28/8.0	3/4.0	17/26.5	48/10.0
\$10,000 - \$14,999	51/15.0	6/8.0	13/20.0	70/15.0
\$15,000 - \$24,999	115/34.0	22/28.0	6/9.0	143/30.0
\$25,000 - \$49,999	103/31.0	32/41.0	1/2.0	136/28.0
\$50,000 and over	19/6.0	10/13.0	1/2.0	30/6.0

159-162

Sample size:  
 auto 400  
 air 101  
 bus 82

Respondents:  
 auto 68  
 air 11  
 bus 12

\*Explanatory Statement: 15 or 22% of individual nonresidents travelling by auto in Montana had an average income level from \$0 - \$5,999.

Table 19. Average Individual Income of  
 Nonresident Travellers in Montana

Income Level	Mode of Travel			
	Auto	Air	Bus	All 3 Modes
*\$ 0 - \$ 5,999	15/22.0	0/0	3/25.0	18/20.0
\$ 6,000 - \$ 9,999	8/12.0	1/9.0	3/25.0	12/13.0
\$10,000 - \$14,999	16/23.5	0/0	3/25.0	19/21.0
\$15,000 - \$24,999	16/23.5	3/27.3	2/16.7	21/23.0
\$25,000 - \$49,999	8/12.0	4/36.4	0/0	12/13.0
\$50,000 and over	5/7.0	3/27.3	1/8.3	9/10.0

159-162

FALL SURVEY RESULTS  
ACTIVITY DAY SUMMARY

Sample size = 583

Respondents = 201

The second part of the written survey asked nonresidents to record their recreation activities. The following chart lists the number of activity days that 201 nonresidents spent in each activity including where they participated according to administrative region within the state. An activity day is defined as an activity engaged in at least once within a 24-hour day. Activity days per nonresident, multiplied by an estimated number of nonresident visitors, should yield the total activity days during a corresponding time period (September 1 through November 30) during the year projected.

\*Explanatory Statement: The nonresidents surveyed spent 22 activity days at primitive campgrounds in Region 1, or 0.109 ( $22 \div 201$ ) activity days per nonresident at primitive campgrounds.

Table 20. Total Activity Days of Nonresidents by Activity and Region

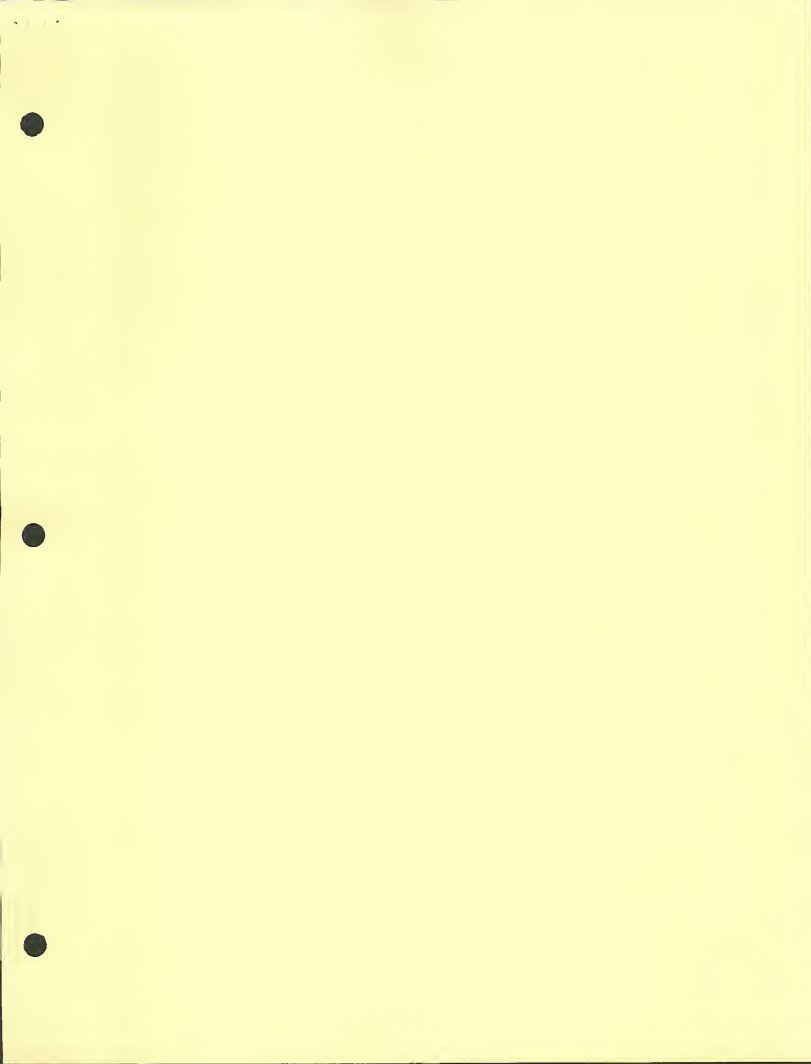
ACTIVITY	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
*Primitive Campground	22/0.109	2/0.010	74/0.368	34/0.169	9/0.045	---	---	141/0.701
Public Campground	26/0.129	10/0.050	33/0.164	50/0.249	9/0.045	---	---	128/0.637
Private Campground	4/0.020	10/0.050	45/0.224	17/0.085	34/0.169	---	8/0.040	118/0.588
Special Camp	---	---	---	---	18/0.090	---	---	18/0.090
Picnicking: Highway Reststops	---	7/0.035	18/0.090	7/0.035	11/0.055	---	5/0.025	48/0.240
Picnicking: Area with Tables	---	---	36/0.179	22/0.109	7/0.035	---	4/0.020	69/0.343
Picnicking: Area without Tables	---	2/0.010	37/0.184	13/0.065	---	---	---	52/0.259
Day Hiking	2/0.010	---	81/0.403	89/0.443	7/0.035	---	---	179/0.891
Backpacking	---	---	3/0.015	10/0.050	---	---	---	13/0.065

ACTIVITY	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
Jogging	3/0.015	2/0.010	6/0.030	2/0.010	8/0.040	---	---	21/0.105
Horseback Riding	---	---	38/0.189	65/0.323	21/0.104	1/0.005	---	125/0.621
Fishing: Stream/River	19/0.095	5/0.025	108/0.537	38/0.189	19/0.095	1/0.005	---	190/0.945
Fishing: Lakeshore	6/0.030	---	5/0.025	8/0.040	---	---	---	19/0.095
Fishing: Lake, from boat	6/0.030	---	35/0.174	12/0.060	1/0.005	---	---	54/0.269
Ice Fishing	---	---	---	---	---	---	---	---
Hunting	---	11/0.055	48/0.239	73/0.363	---	20/0.100	2/0.010	154/0.767
Off Highway Vehicle Use: Motorcycle	---	---	---	2/0.010	---	---	---	2/0.010
Off Highway Vehicle Use: Other	---	---	11/0.055	20/0.100	---	---	---	31/0.155



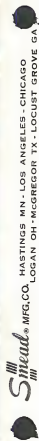
ACTIVITY	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
Snowmobiling	---	---	---	---	---	---	---	---
Golf	---	---	13/0.065	---	6/0.030	---	2/0.010	21/0.105
Tennis	---	---	6/0.030	1/0.005	8/0.040	---	---	15/0.075
Swimming: Public Pool	---	---	---	---	---	---	---	---
Swimming: Private Pool	---	2/0.010	77/0.383	8/0.040	7/0.035	---	---	94/0.468
Swimming: Other	16/0.080	---	4/0.020	8/0.040	4/0.020	---	---	32/0.160
Power Boating	---	---	---	12/0.060	2/0.010	---	---	14/0.070
Water Skiing	16/0.080	---	---	---	---	---	---	16/0.080
Sailing	7/0.035	---	---	---	---	---	---	7/0.035
Canoe/in river	---	---	2/0.010	2/0.010	16/0.080	---	---	20/0.100

	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
Cance/in lake	---	---	---	---	---	---	---	---
Downhill Skiing	---	---	---	---	4/0.020	---	---	4/0.020
Cross-Country Skiing	---	---	---	---	---	---	---	---
Visiting Special Attractions	9/0.045	10/0.050	103/0.512	69/0.343	27/0.134	1/0.005	2/0.010	221/1.099
Visiting Historical Sites	2/0.010	5/0.025	94/0.468	31/0.154	59/0.294	2/0.010	13/0.065	206/1.026
Attending Events	---	3/0.015	309/1.537	1/0.005	4/0.020	---	16/0.080	333/1.657
TOTAL	138/0.687	69/0.343	1186/5.900	594/2.955	281/1.398	25/0.124	52/0.259	2345/11.667



Compiled by Terry Knupp  
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